

10 / 538881

1/9

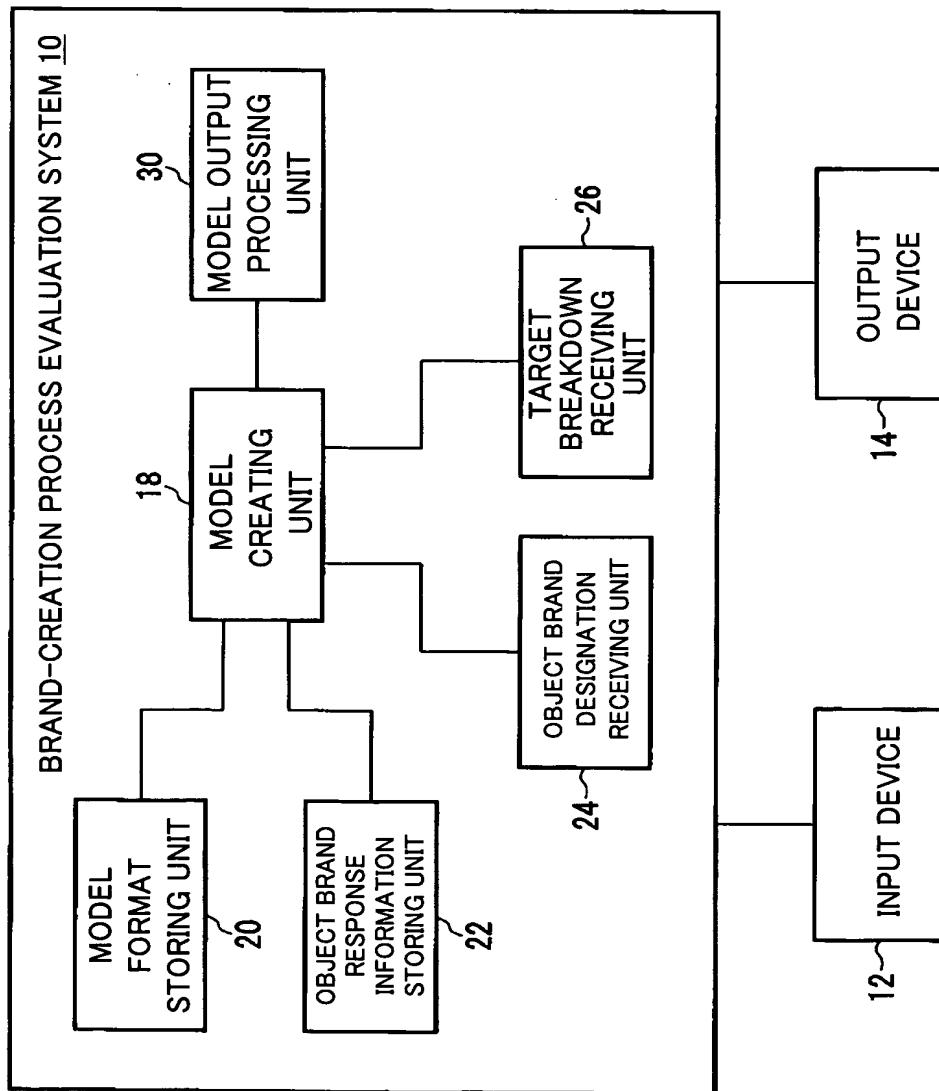


FIG. 1

10 / 538881

2/9

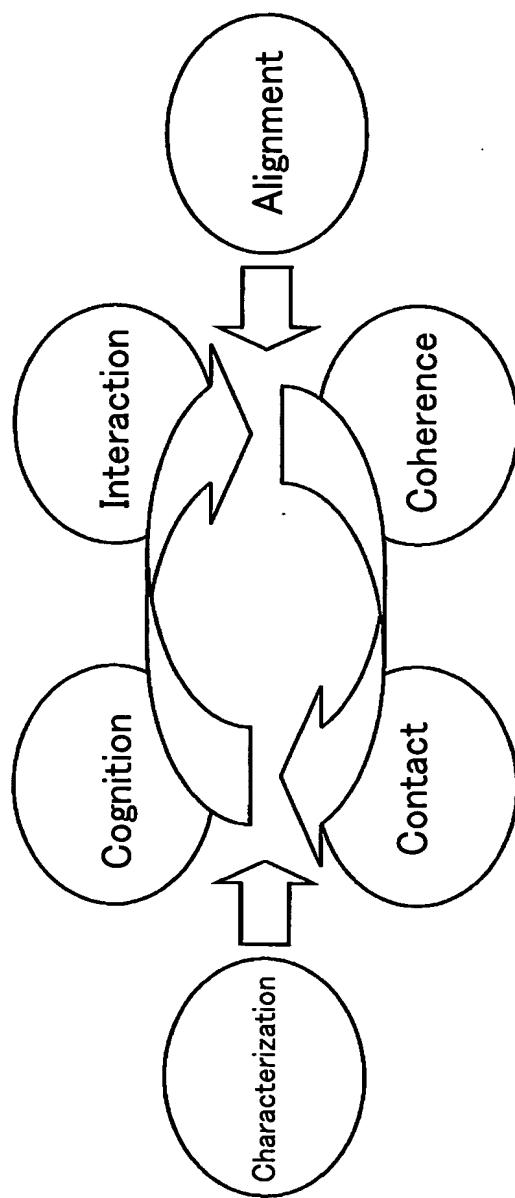


FIG. 2

3/9

FACTOR ANALYSIS RESULT

<CONTACT>

- (1) MANY OPPORTUNITIES INDEX
- (2) MORE INSIGHTFUL EXPERIENCE INDEX
- (3) AMPLE BRAND INFORMATION INDEX

<CHARACTERIZATION>

- (4) CORPORATE PHILOSOPHY INDEX
- (5) PERSONALITY UNDERSTOOD INDEX
- (6) CLEAR BRAND FEATURES INDEX
- (7) CLEAR MARKETING OBJECTIVE INDEX

<COGNITION>

- (8) DIFFERENT IMPRESSION INDEX
- (9) APPEALING INDEX
- (10) NEW IMAGERY INDEX
- (11) NEW-FOUND INTEREST INDEX

<INTERACTION>

- (12) SOCIAL INTERACTION INDEX
- (13) REPUTATION AWARENESS INDEX
- (14) MORE PEOPLE INTERESTED INDEX

<ALIGNMENT>

- (15) SPECIFIC MOOD CONVEYED INDEX
- (16) AUTONOMOUS VALUE INDEX
- (17) PURCHASE-DECISION CRITERIA INDEX

<COHERENCE>

- (18) UNIQUENESS PERCEIVED INDEX
- (19) DEPTH PERCEIVED INDEX
- (20) COHERENCE PERCEIVED INDEX

FIG. 3

4/9

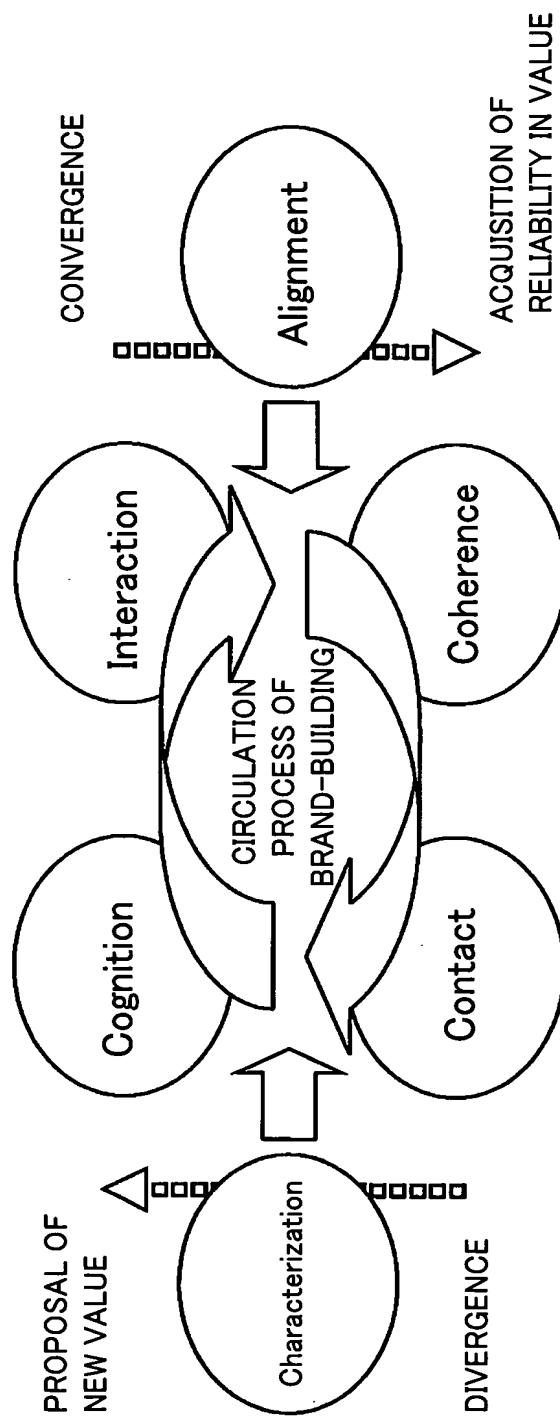


FIG. 4

5/9

QUESTION (1/2)**<CONTACT>**

- (1) MANY OPPORTUNITIES INDEX
 - THERE WERE MANY OPPORTUNITIES FOR TOUCHING GOODS AND SERVICES (OF THE BRAND)
- (2) MORE INSIGHTFUL EXPERIENCE INDEX
 - EXPERIENCE (ABOUT THE BRAND) INCREASED
- (3) AMPLE BRAND INFORMATION INDEX
 - IN CONTACT WITH INFORMATION (ON THE BRAND) MANY TIMES

<CHARACTERIZATION>

- (4) CORPORATE PHILOSOPHY INDEX
 - FELT WILL OF COMPANY AND SENDER (FROM THE BRAND)
- (5) PERSONALITY UNDERSTOOD INDEX
 - CAN EXPRESS CHARACTERISTICS (OF THE BRAND)
- (6) CLEAR BRAND FEATURES INDEX
 - CHARACTERISTICS (OF THE BRAND) HAVE BEEN CLARIFIED
- (7) CLEAR MARKETING OBJECTIVE INDEX
 - INTENTION AND AIM (INCLUDED IN THE BRAND) ARE UNDERSTOOD

<COGNITION>

- (8) DIFFERENT IMPRESSION INDEX
 - NEW FEELING (FROM THE BRAND)
- (9) APPEALING INDEX
 - VAGUELY ATTRACTED (BY THE BRAND)
- (10) NEW IMAGERY INDEX
 - VARIOUS IMAGES CAME TO MIND (FROM THE BRAND)
- (11) NEW-FOUND INTEREST INDEX
 - HAD NEW INTEREST (IN THE BRAND)

FIG. 5

10/53881

6/9

QUESTION (2/2)

<INTERACTION>

- (12) SOCIAL INTERACTION INDEX
 - TALKED (ABOUT THE BRAND) WITH OTHERS
- (13) REPUTATION AWARENESS INDEX
 - LEARNED REPUTATION (OF THE BRAND)
- (14) MORE PEOPLE INTERESTED INDEX
 - MORE PEOPLE ARE INTERESTED (IN THE BRAND)

<ALIGNMENT>

- (15) SPECIFIC MOOD CONVEYED INDEX
 - FELT SPECIFIC MOOD (FROM THE BRAND)
- (16) AUTONOMOUS VALUE INDEX
 - FELT VALUE LARGER THAN THAT OF INDIVIDUAL GOODS (FROM THE BRAND)
- (17) PURCHASE-DECISION CRITERIA INDEX
 - FOUND IMPORTANT POINT OF SELECTION OF GOODS (FROM THE BRAND)

<COHERENCE>

- (18) UNIQUENESS PERCEIVED INDEX
 - FELT WORLD INHERENT IN (THE BRAND)
- (19) DEPTH PERCEIVED INDEX
 - FELT DEPTH (IN THE BRAND)
- (20) COHERENCE PERCEIVED INDEX
 - FELT COHERENCE IN OVERALL IMPRESSION (OF THE BRAND)

FIG. 6

10/53881

7/9

ATTRIBUTES THAT CAN BE DESIGNATED		SEX/AGE
ALL INDIVIDUALS	OALL INDIVIDUALS	
SEX	OMALE TOTAL	OFEMALE TOTAL
SEX/MARITAL STATUS		OMALE/YOUNGEST-29 OMALE/30-39 OMALE/40-49 OMALE/50-59 OMALE/YOUNGEST-39 OMALE/40-59 OMALE/YOUNGEST-24 OMALE/25-34 OMALE/35-49 OMALE/35-44
OMALE, NOT MARRIED	OFEMALE, NOT MARRIED	OFEMALE/YOUNGEST-29 OFEMALE/30-39 OFEMALE/40-49 OFEMALE/50-59 OFEMALE/YOUNGEST-39 OFEMALE/40-59 OFEMALE/YOUNGEST-24 OFEMALE/25-34 OFEMALE/35-49 OFEMALE/35-44
SEX/LIFE STAGE		OASPIRERS OACTIVE ACHIEVERS OINDEPENDENTS OSECOND CHILD (INDEPENDENT)
OMALE/WITHOUT CHILDREN	OFEMALE/WITH FIRST CHILD (ELEMENTARY SCHOOL OR LOWER GRADE)	OLEADERS OPEACE SEEKERS OATTACHMENT OINDEPENDENTS OSECOND CHILD (INDEPENDENT)
OMALE/WITH FIRST CHILD (ELEMENTARY SCHOOL OR LOWER GRADE)	OFEMALE/WITH FIRST CHILD (ELEMENTARY SCHOOL OR LOWER GRADE)	OREFORMERS OSATISFIED OPRUDENT MASS OFOLLOWERS
OMALE/WITH FIRST CHILD (JUNIOR HIGH SCHOOL TO UNIVERSITY)	OFEMALE/WITH FIRST CHILD (JUNIOR HIGH SCHOOL TO UNIVERSITY)	
OMALE/FIRST CHILD (INDEPENDENT)	OFEMALE/FIRST CHILD (INDEPENDENT)	

FIG. 7

8/9

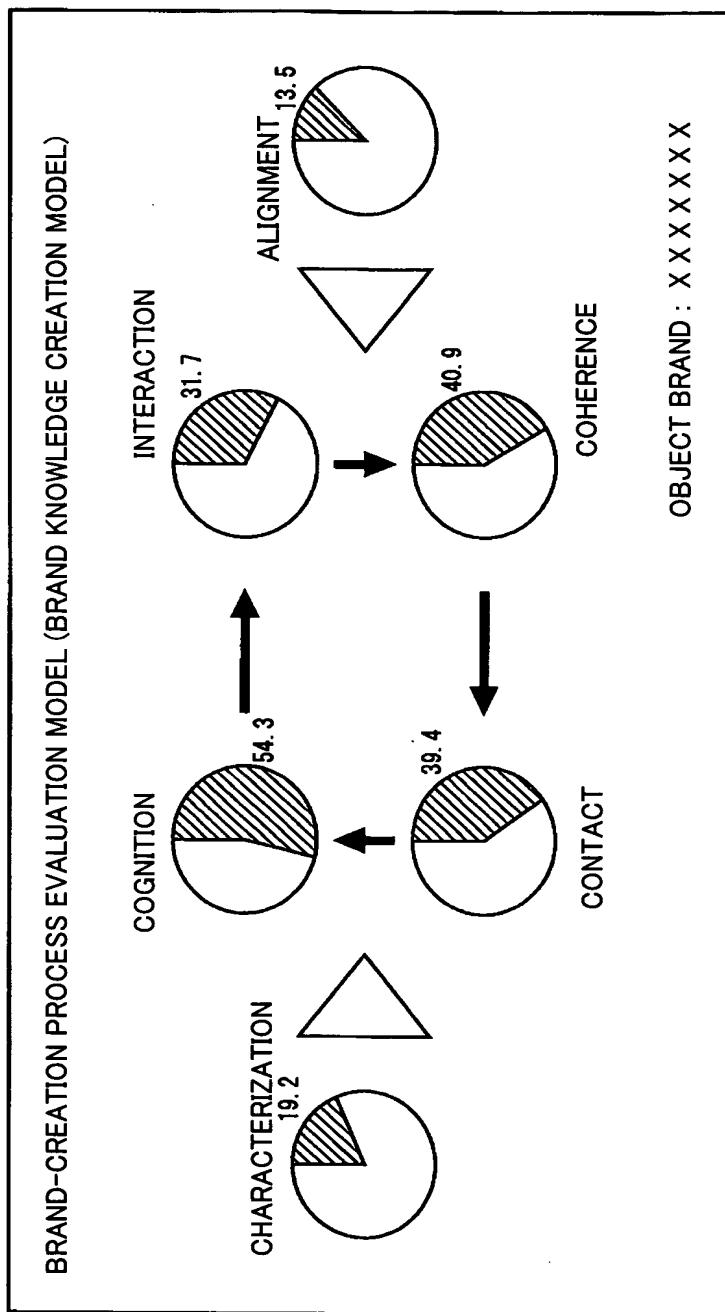


FIG. 8

10/538881

9/9

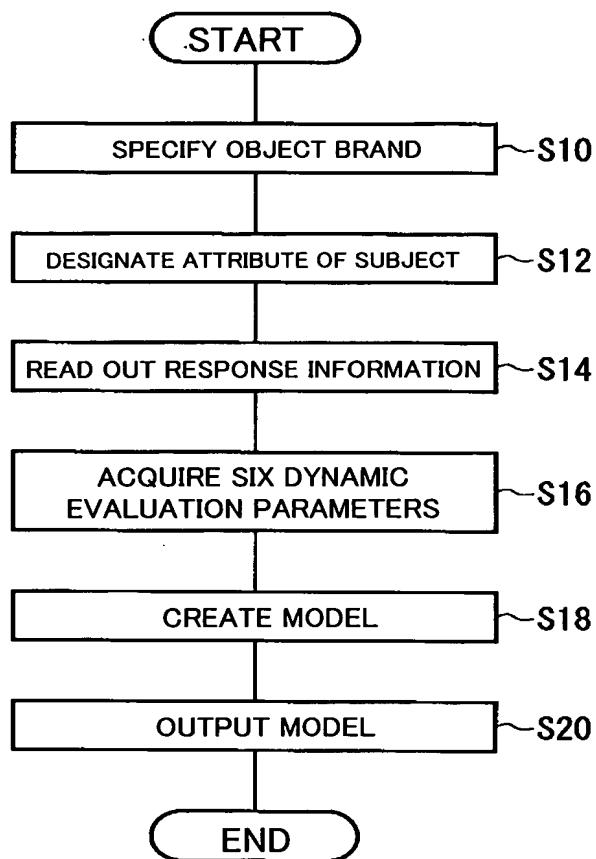


FIG. 9